

U S Department of Commerce Patent and Trademark Office			<i>Complete if Known</i>			
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>			Application Number: 10/732,824			
			Filing Date: December 10, 2003			
			First Named Inventor: Kenneth W. BRONSON			
			Group Art Unit: 2168			
Examiner Name: Aaron J. Sanders			Attorney Docket No.: Google-65 (GP-171-00-US)			
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U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No ¹	U S Patent Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines where relevant Passages or Figures appear
	AA	5,724,521	03/03/1998	Dedrick	
	AB	5,740,549	04/14/1998	Reilly et al.	
	AC	5,848,397	12/08/1998	Marsh et al.	
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	AE	6,026,368	02/15/2000	Brown et al.	
	AF	6,044,376	03/28/2000	Kurtzman, II	
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	AO	95/001,073		Reexamination of Stone et al.	
	AP	95/001,061		Reexamination of Stone et al.	
	AQ	95/001,069		Reexamination of Stone et al.	
	AR	95/001,068		Reexamination of Stone et al.	

Examiner Initials*	Cite No ¹	Foreign Patent Document Office ³ Number ⁴	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
	AS	WO 97/21183	06/12/1997			

Examiner Signature		Date Considered	
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 See attached kinds of U S Patent Documents. 3 Enter Office that Issued the document, by the two-letter code (WIPO Standard ST 3). 4 For Japanese patent documents, the Indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST 16, if possible. 6 Applicant is to place a check mark here if English language translation is attached.

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Sheet	2	of	2		

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS				T ²
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source		
	AT	Dedrick, R., Interactive Electronic Advertising, IEEE, 1994		
	AU	Dedrick, R., A Consumption Model for Targeted Electronic Advertising, Intel Architecture Labs, IEEE, 1995		
	AV	Baseview Products, Inc., ClassManagerPro Administration Manual v. 1.0.5, February 1, 1997		
	AW	Ad-Star.com website archive from www. Archive.org, Apr. 12, 1997 and Feb 1, 1997		
	AX	Information Access Technologies, Inc., Aaddzz brochure, "The Best Way To Buy And Sell Web Advertising Space," © 1997		
	AY	Information Access Technologies, Inc., Aaddzz.com website archive from www. Archive.org, archived on Jan. 30, 1998		
	AZ	AdKnowledge Market Match Planner: Reviewer's Guide, AdKnowledge, May 1998		
	BA	AdKnowledge Campaign Manager: Reviewer's Guide, AdKnowledge, August 1998		
	BB	Baseview Products, Inc., AdManagerPro Administration Manual v. 2.0, December 1998		
	BC	AdForce, Inc., A Complete Guide to AdForce, Version 2.6, 1998		
	BD	AdForce, Inc., S-1/A SEC Filing, May 6, 1999		
	BE	Business Wire, "Global Network, Inc. Enters Into Agreement in Principle With Major Advertising Agency," Oct. 4, 1999		
	BF	Zeff, R. et al., <i>Advertising on the Internet</i> , 2 nd Ed., John Wiley & Sons, 1999		
	BG	Request for Reexamination of U.S. Patent No. 7,240,025 B2, Control No. 95/001,073		
	BH	Request for Reexamination of U.S. Patent No. 6,446,045 B1, Control No. 95/001,061		
	BI	Request for Reexamination of U.S. Patent No. 7,249,059 B2, Control No. 95/001,069		
	BJ	Request for Reexamination of U.S. Patent No. 6,829,587 B2, Control No. 95/001,068		
	BK	Statement Regarding References in 1449 Form		

Examiner Signature		Date Considered	
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1 Unique citation designation number 2 Applicant is to place a check mark here if English language translation is attached